

ABSTRACT

5 A system, apparatus, method and computer program product to obtain
comprehensive vehicle radio listener statistics based on parameters such as radio
status (*e.g.*, on/off status and CD/Tape/AM/FM setting), radio volume, station
preset information, current frequency setting (*i.e.*, station identification), and
Global Positioning Satellite (GPS) system coordinates is disclosed. A vehicle-
mounted field unit for collecting and transmitting such parameters to a base station
is also disclosed. The system monitors and stores all events related to the
10 occupants' interaction with the vehicle's radio, including automatic detection of
the selected radio station through a speaker port. The stored data is then
transmitted to a base station's central collection computer for immediate
compilation and analysis. The system is capable of producing detailed reports
containing error-free, unbiased, audience measurement statistics which can be
15 made available to subscribers such as broadcasters, corporate advertisers,
advertising agencies and the like.